

DoCoMo's Social Responsibility

We at NTT DoCoMo believe that our business activities must contribute to society at large. Even in areas with no direct link to our business activities, we believe our aggressive efforts as a member of society to protect the earth and the environment enable us to sustain our growth as a corporation. Our goal is to prosper and grow in tandem with society and the individuals that make up our world.

Basic Position on Social Responsibility

As a leading mobile communications operator, DoCoMo places top priority on improving the convenience and economic quality of its customers' lives. We have established a business scheme whereby our communications infrastructure enables content providers, hardware manufacturers, and other companies to prosper, which stimulates the overall economy. By keeping these points in mind as we conduct our business activities, we can win the trust and support of our customers, our business partners, and society at large, which enables us to grow as a company. We are also committed to maintaining a favorable social and global environment, and to this end we engage in social and environmental activities that are not directly related to our business operations. Based on a belief that all members of society should volunteer their time, our Corporate Citizenship Office uses internal bulletins and our intranet to encourage employees to participate in volunteer activities.

Examples of How Our Business Operations Contribute to Society

DoCoMo's mobile communications services not only improve convenience and economic quality for our customers but also help control the amount of traffic on our roadways and railways by reducing the need for physical transportation of people and goods, which eases the burden

on the environment. One example is the use of videophone conferencing in business applications. Other examples of our contribution to society as a communications infrastructure provider are outlined below.

1. Enabling communication during disasters

We try to ensure that communications services remain functional in times of disaster, based on three guiding objectives: increase the reliability of systems, secure crucial communications capabilities for relief organizations and disaster prevention personnel, and restore communications services as quickly as possible.

In January 2004 we launched the i-mode Disaster Message Board service. This service is aimed at providing an alternative method for our customers to communicate during earthquakes or other major natural disasters, when phone lines tend to be congested.

We introduced a system in April 2004 that separately controls the volume of voice calls and data packet transmissions. In addition, we implemented an announcement function for DoCoMo users encouraging them to use the i-mode Disaster Message Board service during major disasters, which should help reduce network traffic.

2. DoCoMo Hearty Style

DoCoMo is committed to providing products and services that can be used by all people. An example of this commitment is our pursuit of the universal design concept (i.e., products, environments, and services that can be easily used by all people, regardless of disabilities or age) and barrier-free products and shops. We stepped up our efforts in this area in fiscal 2003 with the launch of DoCoMo Hearty Style, a set of activities that encourage personal exchanges among all individuals.

In fiscal 2003 we introduced the mova F672i (Raku Raku PHONE III), a handset that assists elderly users with such functions as e-mail guidance and voice output of content,

messages, and instructions. We also initiated Hearty Discount, a billing plan that discounts basic monthly charges by 50% for physically challenged users. Approximately 250,000 people had signed up for this plan as of the end of March 2004. We also opened DoCoMo Hearty Plaza in Tokyo's Marunouchi district. Based on the universal design concept, we incorporated the opinions and suggestions of disabled individuals and other experts from the planning and design stages in building the shop. By the end of March 2004 we had a total of 53 barrier-free DoCoMo shops with such features as sign language video-phones and wheelchair-accessible restrooms.

3. Spam mail countermeasures

DoCoMo has been actively formulating countermeasures to fight unwanted spam mail since the volume of such mail began rising about three years ago. In fiscal 2003 we responded to the steep rise in the volume of mail from mobile phones with a number of measures that effectively halted spam mail. These measures consisted of (1) stepping up efforts to suspend or rescind the contracts of i-mode users who send spam mail, (2) limiting the number of e-mails that can be sent from a single i-mode handset to 1,000 per day, (3) enabling users to automatically block e-mails from any i-mode handset that sends 200 or more e-mails per day, (4) enabling users to block

all e-mails from user-selected domains of other cellular or PHS companies, and (5) stepping up countermeasures against spam mail sent via the Short Mail messaging service. The volume of Internet spam mail sent to random addresses (aimed at finding active ones) has increased sharply since we enacted the above countermeasures, but we have reduced the volume substantially by adding new blocking measures, which has resulted in a decrease in customer complaints. With the cooperation of our customers, we intend to implement further countermeasures aimed at wiping out all spam mail.

4. Mobile Society Research Institute

On April 1, 2004, DoCoMo established the Mobile Society Research Institute, the purpose of which is to study the social and cultural impact of mobile phone use. Ten board members, mostly from outside the company, will identify research topics, and specialists in various fields will research and analyze these topics from an independent perspective through a virtual research organization that utilizes the Internet. The core fields of research will be the impact—both positive and negative—of mobile phones on society/culture, legal systems, industry and social infrastructure. Findings will be widely disseminated to the public through reports, publications, and symposiums.

Promoting Environmental Protection

DoCoMo established an Environmental Charter in June 1999 that forms the basis of our environmental management system.

DoCoMo has established a system headed by top management to drive targeted environmental activities and ensure that our environmental policies are put into action. The system also includes an Eco Activity Promotion Committee that maps out the direction of environmental activities, as well as internal environmental auditing teams. Each depart-



Sign language videophones installed in DoCoMo shops

ment and branch of the DoCoMo organization has an environmental manager and an environmental advocate who provide leadership in promoting environmental protection activities.

We believe it is important that all employees be keenly aware of environmental issues and take it upon themselves to help out whenever possible. To this end, we have established a dedicated intranet that serves as a common source of information about environmental protection activities for our employees. These and other measures have enabled us to expand our ISO14001 international environmental certification to the entire organization.

Basic Philosophy

To balance our operations with the global environment and create a world that is easier for all to inhabit, DoCoMo Group commits itself to contributing toward the creation of environmentally friendly social systems, both now and in the future.

Basic Policies

1. Fulfilling corporate responsibilities
2. Building social systems fitted to people and nature
3. Supporting environmental protection and coexistence in harmony with the environment as a global citizen

Examples of Environmental Protection Activities

1. Collection and recycling of handsets

We collect used handset, batteries, and battery chargers and strive to recycle 100% of the materials used in these products, including gold, silver, palladium and other rare metals. In May 2003 we started using ABS resin recycled from collected products to make handset accessories, including tabletop holders.

2. E-billing service

To conserve paper, we offer an e-billing service that enables i-mode users to see their monthly billing statements on their handsets instead of through mailings. In fiscal 2003, 14.26 million e-bills were issued, which conserved about 340 tons of paper resources.

3. Reduced power consumption in handsets

To reduce handset power consumption, we are improving the efficiency of circuit designs and transmissions between handsets and base stations, as well as reducing the power consumption of AC adapters in standby state. The amount of power that a handset consumes is now 1/40th what it was 10 years ago. We are also working to reduce the power consumption of networks and base stations.

4. Introduction of clean energy

We are making greater use of clean energy at base stations and office buildings throughout Japan by building natural energy power systems and cogeneration systems. As of March 2004, the DoCoMo group had solar power systems in 42 locations, wind power systems in six locations, and 29 cogeneration systems, providing a total of 67,166 MWh of electricity.

Environmental Accounting

Environmental protection costs

(Unit: ¥ million)	Fiscal 2002		Fiscal 2003	
	Investment	Expense	Investment	Expense
Business area costs	4,280	8,964	1,159	9,204
Including pollution prevention costs	—	17	—	15
Including global environmental protection costs	4,097	3,903	1,131	5,514
Including resource recycling costs	183	5,044	28	3,674
Upstream and downstream costs	516	1,517	700	1,403
Management activity costs	728	4,557	397	3,770
R&D costs	2,959	5,118	1,401	5,489
Social activity costs	—	123	—	192
Environmental damage costs	—	—	—	—
Total	8,483	20,279	3,657	20,057

Actual economic benefits of environmental protection measures

Main benefits		(Unit: ¥ million)	
		Fiscal 2002	Fiscal 2003
Revenue	Revenue from sale of recycled handsets and dismantled communications facilities	732	1,209
	Revenue from e-billing service		
Cost savings	Reduction in printing and mailing costs due to e-billing service	1,959	2,310
	Reduction in energy costs due to installation of in-house power generation facilities		
	Reduction in energy costs due to use of low-pollution vehicles		
	Reduction in purchasing costs due to reuse of dismantled communications facilities	11,116	13,801
Total		13,807	17,320

DoCoMo Earns Higher Ranking in 2003 Environmental Management Survey

DoCoMo was ranked No. 5 among nonmanufacturing-sector Japanese corporations in the Nihon Keizai Shimbun, Inc.'s seventh annual Environmental Management Survey, one of Japan's most influential assessments of corporate environmental responsibility. In the same survey conducted in 2002, DoCoMo was ranked No. 8.

Promoting Social Contributions

We strive to make a unique and identifiable contribution to society through our activities, particularly in the areas of childhood education, international contributions, and environmental protection.

To fulfill our social mission, we have established a Social Contribution Promotion Committee that maps out policy guidelines and plans activities for each year in an effort to maximize contributions that meet the needs of society.

Examples of Social Contribution Activities

1. Establishment of

Mobile Communications Fund

To contribute to the development of information and mobile communications technology in the multimedia society of the 21st century and to the creation of a prosperous and healthy society, we established a non-profit organization called the Mobile Communications Fund that lends its support in a broad range of fields. For example, it facilitates developments in the field of mobile communications and fosters young researchers by awarding the DoCoMo Mobile Science Prize. The fund supports students from abroad through the DoCoMo Scholarship program, aids organizations involved in environmental protection and childhood education activities, and provides economic assistance to regional groups to which DoCoMo employees belong.

2. DoCoMo Digital Library

The purpose of the DoCoMo Digital Library is to promote information technology and mobile communications technology as well as to preserve Japanese culture. The library features various electronic texts that highlight mobile communications and aspects of Japanese culture of great social and cultural value that are in danger of being lost forever. As

of April 2004, the library has been accessed 420,000 times since opening to the public in 2002. The library features a special section where children can learn about communications, as well as a Digital Reading Room where children can enjoy folktales and folklore brought to life through digital picture books and moving images. Visit the DoCoMo Digital Library at <http://www.digital-lib.nttdocomo.co.jp>.

3. DoCoMo Woods Reforestation Campaign

As part of our environmental protection activities, we have been planting trees and repairing walkways in Japan's forests since 1999. To date we have conducted 10 DoCoMo Woods campaigns that have reforested a total of 59.31 hectares. Approximately 90 employees participated in the most recent campaign, which took place in a national forest in Saga Prefecture.

4. International Contributions

Since its start of business operations in 1992, DoCoMo has supported development of mobile communications worldwide through activities such as having DoCoMo employees give lectures on mobile communications technology and services to overseas trainees. Since 1998, we have also been helping to construct a school in Thailand, the seventh building of which is expected to be completed by the end of 2004.

In addition to these activities, DoCoMo started donating money to Conservation International, a non-governmental organization, in April 2004 for the purpose of restoring natural ecosystems in Indonesia, which will contribute to environmental conservation and improved standards of living for local communities.

5. Support of Sports and the Arts

DoCoMo sponsors concerts and sports clinics as part of its support for sports and the arts. At sports clinics for baseball, soccer, tennis and other sports, DoCoMo employees volunteer their time to help young people develop their skills.



Completion ceremony for a school building in Thailand



DoCoMo Woods campaign



Soccer sports clinic